

## San Francisco's Sexiest New Residence Offers Posh Virtual Real Estate Tours

Amber Gibson



Four Seasons Private Residences at 706 Mission, San Francisco Living Room

[Four Seasons Private Residences at 706 Mission](#) was poised to become the hottest real estate offering in San Francisco this year when COVID-19 struck. The project includes 146 private residences, starting in the low \$2 millions, just steps from the San Francisco Museum of Modern Art and Yerba Buena Center for the Arts. Sales commenced in June 2019 and were on a roll, with Steph Curry purchasing a condo in one of the two towers for \$8 million in late January. When the coronavirus pandemic struck in March and San Francisco was mandated to shelter-in-place, the sales process stalled for a couple months.



Four Seasons Private Residences at 706 Mission

“Until the pandemic hit, sales were pacing well and ahead of expectations,” says Richard Baumert, principal of project developer 706 Mission Street Co LLC. He says that nearly a quarter of homes have been sold, with an average price of \$8 million. “While there is market uncertainty, there hasn’t been a drastic downturn in buyer interest for this project, especially since construction was allowed to resume. After the shelter-in-place order went into effect, we’ve continued to secure virtual appointment interest and there has been an uptick in buyer interest, including booking hard hat tours.”



Four Seasons Private Residences at 706 Mission Bedroom

706 Mission is the latest in an exclusive collection of Four Seasons standalone private residences, including [Twenty Grosvenor Square in London](#), followed by projects in [Los Angeles](#) and [Marrakech](#). Unique to the San Francisco project are high-touch wine and art programs, led by tastemaker [Kerrin Laz](#) and art curator [Maria Di Grande](#), who is behind the buildings' art program. Both women are currently offering one-on-one virtual meetings with prospective buyers, offering a taste of Four Seasons' famous personalized service.



Four Seasons Private Residences at 706 Mission Pool

Construction was temporarily paused but resumed on May 4, along with on-site tours, and residents are still on track to move in this autumn. “We are so close to the finish line,” Baumert says. “There are parts of the public spaces that are starting to come together, like the lobby and club. We're at that phase of the project now and it was really frustrating not to be able to get potential buyers into the space to see and touch it and walk through themselves. Thankfully we're back in business now.”

As social distancing measures continue, the 706 Mission team San Francisco have pivoted to showcase the personalized services and luxury offerings of the building virtually. Meetings with Laz and Di Grande have become key to wooing prospective owners, along with virtual sales presentations and walk-throughs to review the project in detail and answer any questions.



Four Seasons Private Residences at 706 Mission Lobby

Laz can share tips on how to store and uncork special wines or manage your cellar. She has also been collaborating with well-known wine industry luminaries to host interactive Zoom sessions, along with behind-the-scenes videos with winemakers like Brad Grimes at Abreau Vineyards and Becky George at Kelly Fleming Winery. Di Grande is available to private consultations as well, discussing upcoming art exhibitions and artists to watch. Her background in fine art, art history and fashion includes working for Calvin Klein, Donna Kara and Giorgio Armani.



Kerrin Laz

“We want to bring a taste of the luxury lifestyle offerings to prospective owners and future residents who cannot visit in-person right now,” Baumert says. “While we work through this challenging time, we are excited to offer in-home access to two key members of our team representing the best in the fields of art and wine.”

As part of the art program offerings for the Four Seasons Private Residences at 706 Mission, San Francisco, Di Grande will act as an art concierge, arranging exclusive experiences with local and international artists, galleries and museums in the Bay Area and beyond. Plus, Di Grande makes collecting seamless, connecting residents with specialized appraisers, authentication experts, framers, insurance specialists and auction houses.



Four Seasons Private Residences at 706 Mission Dining Room

When it comes to wine, Laz is practically a personal sommelier, coordinating personalized wine club shipments from [K. Laz Wine Collection](#), customizing experiences in California wine country, hosting wine tastings and dinners in the building’s club along with the opportunity for residents to co-host their own wine experience in their homes with Laz.

Those interested in learning more about the residences, or booking a personalized session with either Kerrin Laz or Maria Di Grande can contact the sales team at 415-534-6750 or [info@706SF.com](mailto:info@706SF.com)



Four Seasons Private Residences at 706 Mission Bathroom